

PATENT  
450100-03403**REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present After-Final Amendment is being made to facilitate prosecution of the application and does not require further search.

**I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-10 are pending in this application. Claims 1-8, which are independent, are hereby amended. It is submitted that these claims, as originally presented, were in full compliance with the requirements 35 U.S.C. §112. Support for this amendment is provided throughout the Specification as originally filed and specifically at page 32. No new matter has been introduced by this amendment. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

**II. REJECTIONS UNDER 35 U.S.C. §103(a)**

Claims 1-10 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,415,320 to Hess, et al. in view of U.S. Patent No. 6,466,917 to Goyal, et al.

Independent claim 1 recites, *inter alia*:

"...notifying an updated transaction price to the bidder client having said identification (ID) code automatically when a transaction price changes due to a bid submitted by another bidder client,

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remotely updating the notification using an information image that is generated by said network auction server and downloaded by said bidder client." (emphasis added)

As understood by Applicants, U.S. Patent No. 6,415,320 to Hess, et al. (hereinafter, merely "Hess") relates to information presentation and management in an online trading environment. Person to person commerce is facilitated by providing prospective buyers with the ability to quickly preview items for sale. Images are harvested from a plurality of different sites based upon user-supplied information.

As understood by Applicants, U.S. Patent No. 6,466,917 to Goyal, et al. (hereinafter, merely "Goyal") relates to verifying the identity of a participant in a network-based transaction. User interface information is provided to the participant via a communications network. The information specifies an identity verification interface for obtaining personal information. The information is then passed to a third party for verification via the communication network. A verification result is then received from the third party. That result is then passed to the participant. (emphasis added)

Applicants submit that nothing has been found in Hess or Goyal, taken alone or in combination, that would teach or suggest the above-identified features of independent claim 1. Specifically, neither Hess nor Goyal teach or suggest a step of notifying an updated transaction price to the bidder client having said identification (ID) code automatically when a transaction price changes due to a bid submitted by another bidder client, wherein said notification is done through the remote updating of an information image that is generated by said network auction server and downloaded by said bidder client. Therefore, claim 1 is believed to be patentable.

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Independent claims 2-8 are similar in scope and believed to be patentable for similar reasons.

### III. DEPENDENT CLAIMS

The other claims in this application are each dependent on a dependent claim discussed above, and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

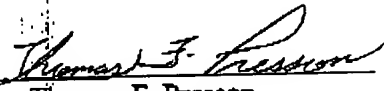
### CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Applicants submit that this After-Final Amendment does not require further search and that all of the claims are in condition for allowance. Applicants respectfully request entry of this After-Final Amendment and early passage to issue of the present application.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-9320.

Respectfully submitted,  
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